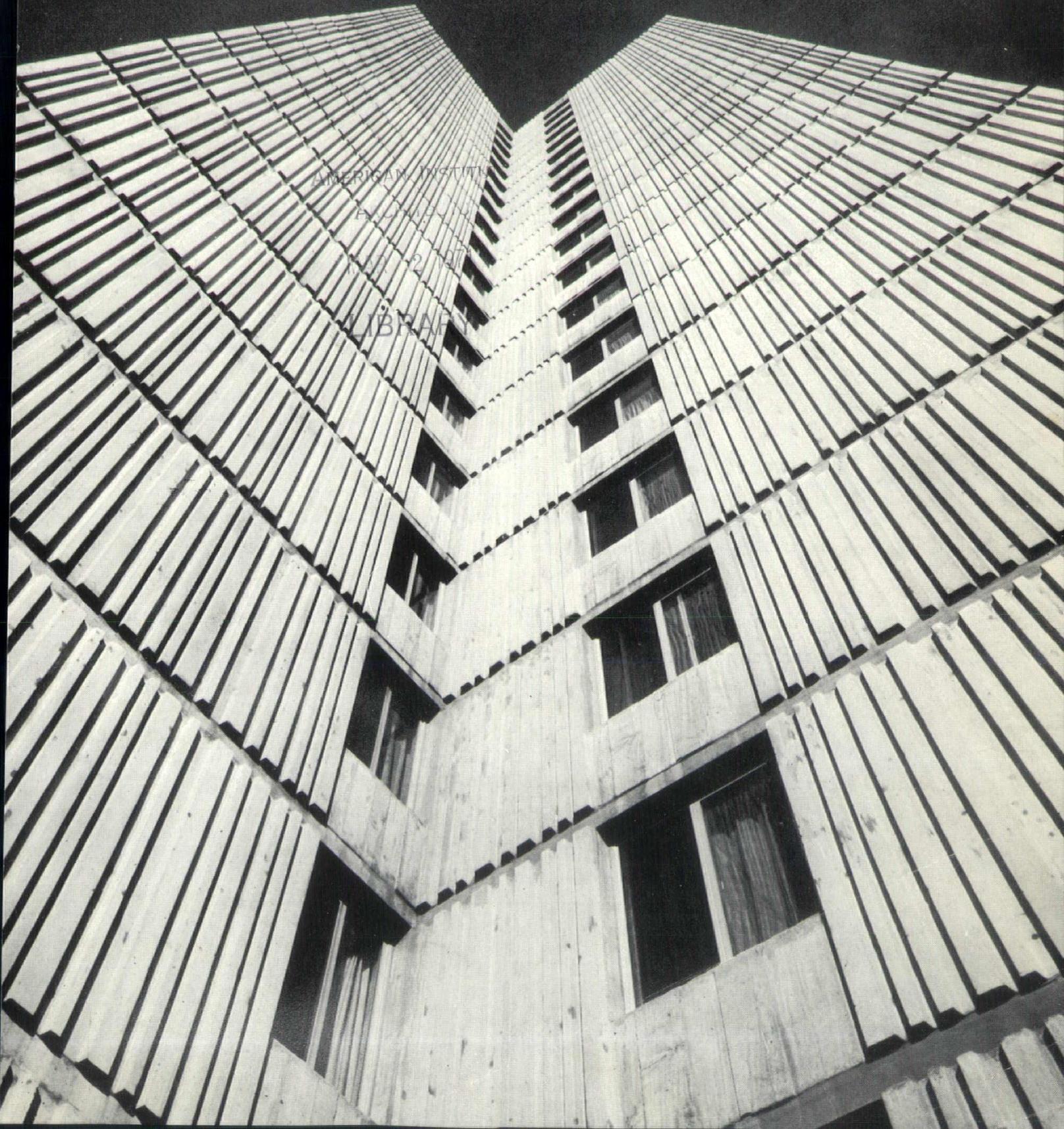


# wisconsin architect february 71



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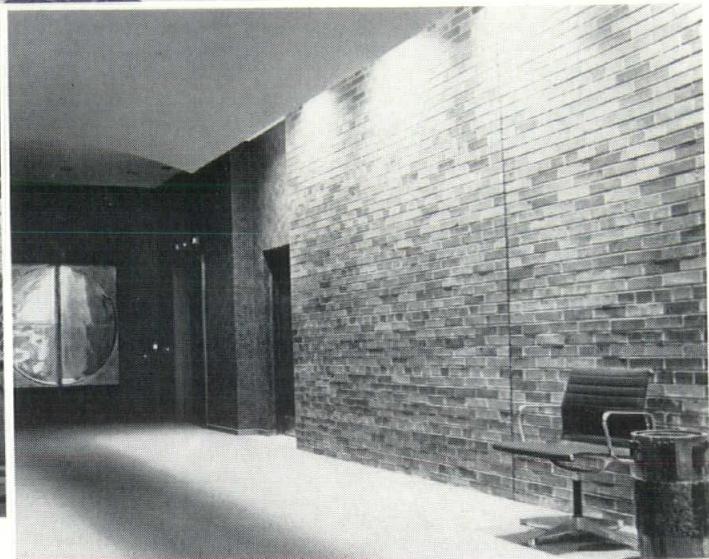
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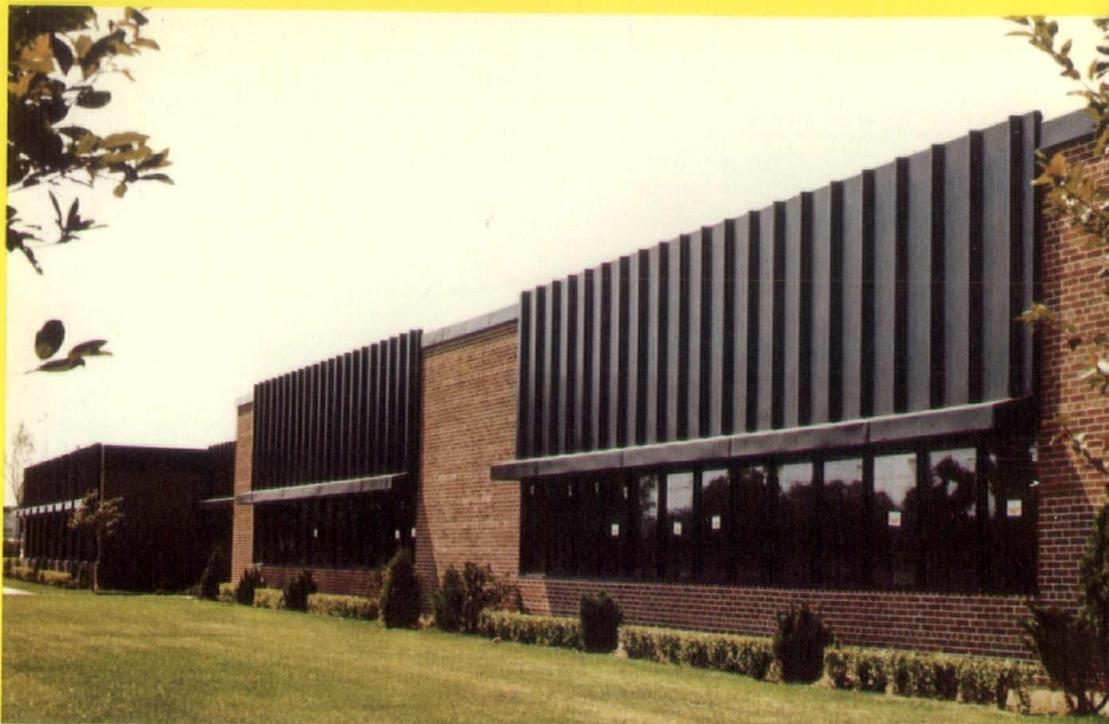
Milwaukee, Wisconsin

# P.V.S.

## FASCIA PANELS

and the P.V.S. free-form  
System of Installation

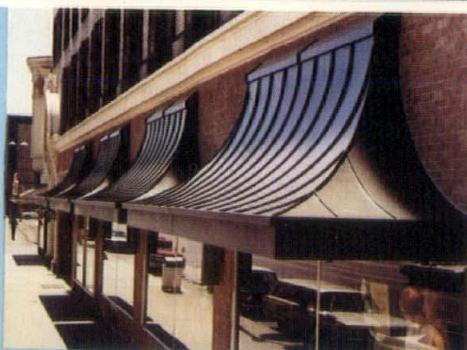
**PROVIDE  
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There are differences in the overall efficiency of one architectural panel against another — differences, for example, in the way it performs its function in providing an enduring attractive appearance.

There are also differences between panels in cost — differences in first cost and differences in maintenance cost.

This is basically the subject of this bulletin... to explore the material and free-form installation system developed by the P.V.S. Producers Council that makes architectural panels cost less initially and cost nothing at all to maintain. In fact, zero maintenance is a permanent built-in feature of P.V.S. free-form panels.



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3310 University Avenue  
Madison, Wisconsin 53705  
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P.V.S. free-form panels are fabricated to meet the architects' design concept for mansard or vertical applications. Any horizontal spacing is available, and panel vertical depth can be up to 10 feet.

## P.V.S. FASCIA PANELS

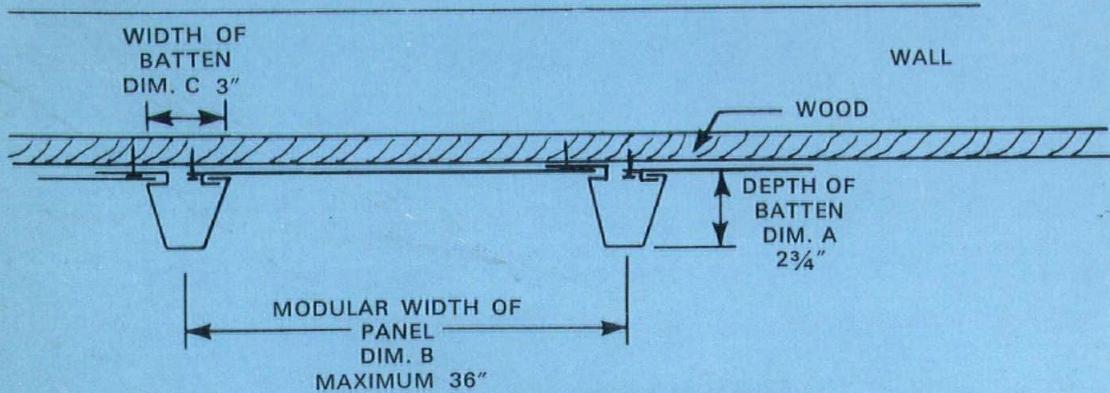
and the P.V.S. free-form System of Installation

### better your building lower your cost

In the marketplace, P.V.S. free-form fascia panels are the lowest cost decorative material you can buy. But cost is not the motivating factor for using P.V.S. Good appearance is . . . and so is the lifetime saving on maintenance of tough, poly-vinyl chloride, heat-fused to durable galvanized steel. This permanent armor-like coating won't rust, can't corrode, and it is all but impervious to fading and discoloration. Even more, P.V.S. free-form fascia panels are designed and applied by a new patented system that gives you and the building owner additional advantages. You'll find them highlighted on the opposite short page.

If you recognize the values packaged in these aesthetic and economic facts, then you know that P.V.S. is a completely different fascia panel. Its patented plastic-steel combination makes it a new, third kind of material, ideally suited for commercial, institutional and industrial building service. It's the most versatile, most practical, most economical material on the market today.

### P.V.S. "FREE FORM" FASCIA BATTEN PANEL TYPE 200



P.V.S. free form fascia system using battened panels. All fastenings are concealed, vertical lock joints are used and ample room is provided for the expansion or contraction of panels. See features page for details.

# specifications

a material and a method of product application  
that serves your interests best of all

Furnish and install P.V.S. Free-Form (battened panels type 200 or box panels type 250) as manufactured by Foremost Manufacturing Company, 19412 Eight-Mile Road, Southfield, Michigan 48075. The installation shall be complete with built-in waterstop and drip flashings.

Panels shall be Factory formed 26 Ga. P.V.S. \_\_\_\_\_ in color. Panels shall have a modular width of (Dim. B) maximum 36 inches and shall have a projection of (Dim. A) 2 $\frac{3}{4}$  inches. (Divider strips) or battens shall be (Dim. C) 3 inches wide, and panels shall have an approximate vertical height of (Dim. D) maximum 118 inches.

All final dimensions shall be field measured and panels shall be custom made to result in a multiple of uniform sized panels across the building and/or wall.

The Installing Contractor shall examine the backing structure prior to commencing erection and shall report any discrepancies to the General Contractor for correction. Waterstop and drip flashing shall be installed true and straight, fasteners shall be stainless steel or coated and shall be spaced not more than 18 inches apart. Panels and batten strips shall be installed plumb and straight and fastened on concealed locks with stainless steel or coated fasteners, with ample room for expansion and contraction. No exposed fastening will be permitted.

Upon completion the Installing Contractor shall wipe down exposed surfaces with soap and water or as recommended by the manufacturer.



P.V.S. Producers Council  
176 W. Wisconsin Avenue  
Milwaukee, Wisconsin 53203  
Phone: 414-271-7446



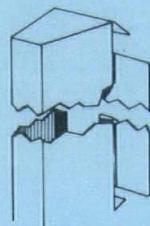
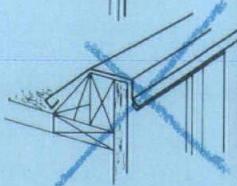
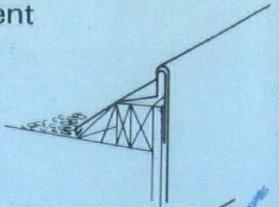
Production Steel Company of Illinois  
Exclusive agent for P.V.S. coated steel  
Gardner and Roosevelt Roads, Broadview, Illinois 60153  
Phone: Suburban - 312-345-0200  
Chicago - 312-626-4242

# features—

so good they are patent applied for.

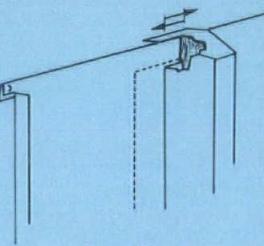
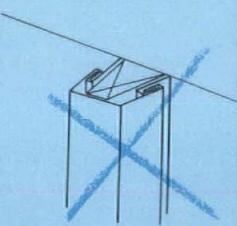
P.V.S. panels come equipped with a built-in water stop that also serves as flashing. In this way water is prevented from penetrating the back of the panel or from seeping down over the face to leave blemishing water marks.

Eliminated from P.V.S. panels is unsightly and costly cap flashing.



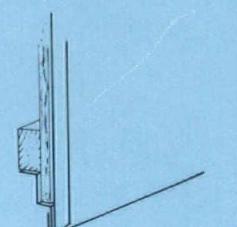
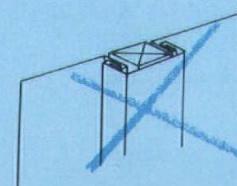
P.V.S. battens are completely factory made. The batten cap, top and bottom, is sealed into place at the factory.

Eliminated from the P.V.S. system is the need for wooden batten strips and separate batten caps.



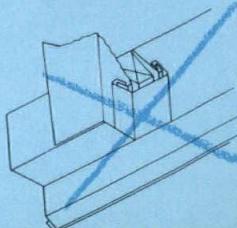
P.V.S. panels are held in place by concealed fasteners. There are no exposed joints or screws. Panels are hooked-locked one to the other, completely, on all four sides. Panels can freely expand or contract into the holding lock of the adjacent panel.

Eliminated from the P.V.S. system are all exposed seams and holding devices.



P.V.S. bottom drip flashing or water stop is built-in and fully concealed. Water from wind-driven rain cannot penetrate.

Eliminated is unsightly exposed sill flashing that nullifies the free-form of the fascia.



## INHERENT PHYSICAL ADVANTAGES of the exclusive P.V.S. free-form fascia system

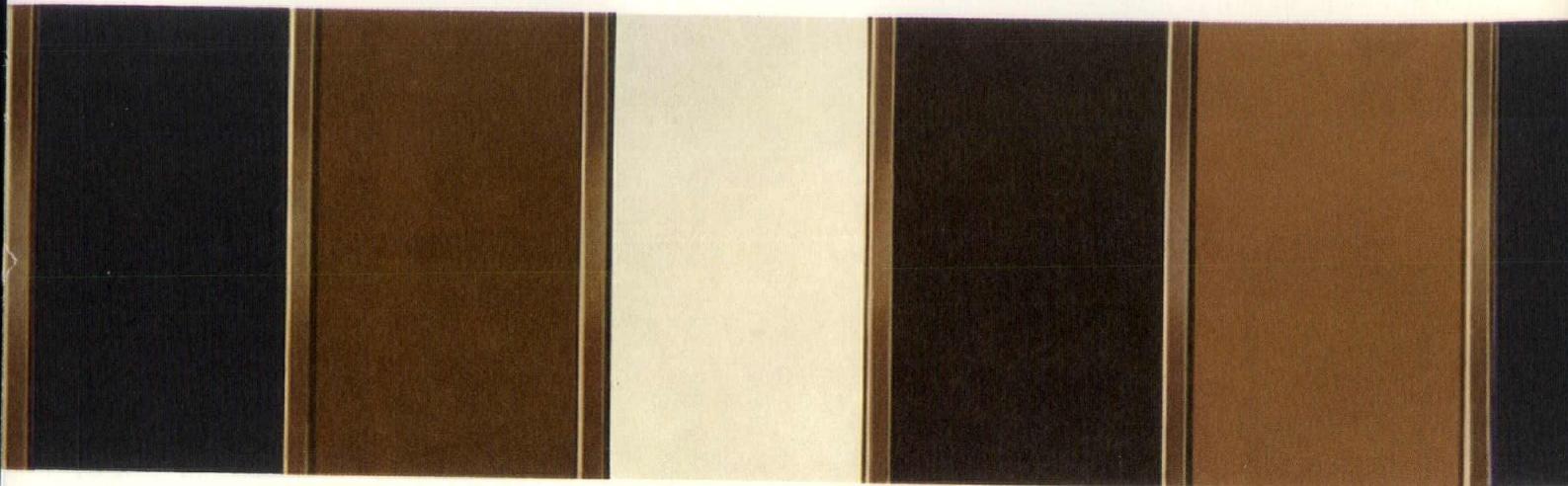
You build beautifully with P.V.S. panels — and you also build fast and easy.

That's another important way to save time and money. Even more, this new method of application is original enough to be patent-applied for and it offers important advantages to architects and builders.

Everything seems more simple, and it is more simple. You will quickly ask yourself "Why didn't somebody think of this before?" Consider the features highlighted here.

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and every one with high performance characteristics



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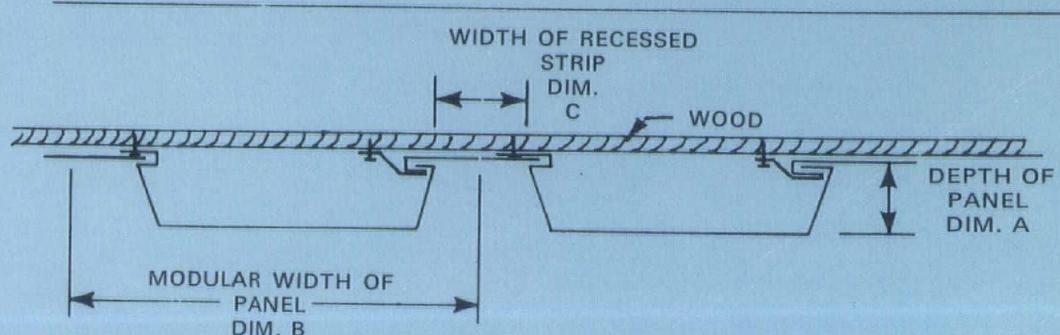
As you might expect, all of these advantages come your way with P.V.S. The smooth, beautiful surface is visual and there to stay . . . plastic fused on galvanized steel — tough, durable, strong. In a phrase, the P.V.S. panel of your choice represents a major economic break-through for the architect, builder, and building owner. Use it for all it's worth.



Beyond these traditional architectural colors, P.V.S. fascia panels are available in almost any color you may want — and at no extra cost. However, 30,000 lbs. is the minimum order required for a special color run.

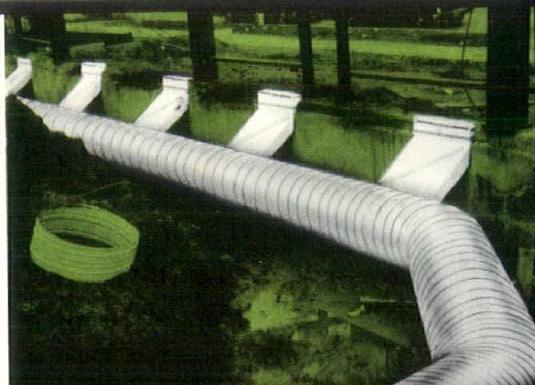
## P.V.S. "FREE FORM" FASCIA BOX PANEL TYPE 250

P.V.S. free form fascia system using box panels. All fastenings are concealed, vertical lock joints are used, and ample room is provided for the expansion or contraction of panels. See features page for details.

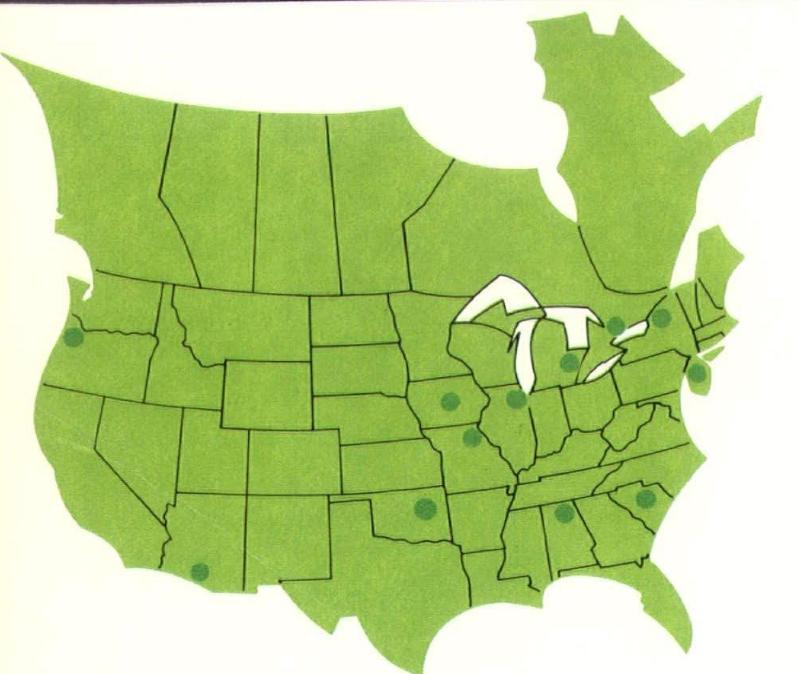


# in these areas too, P.V.S. Systems are master plans of progress...

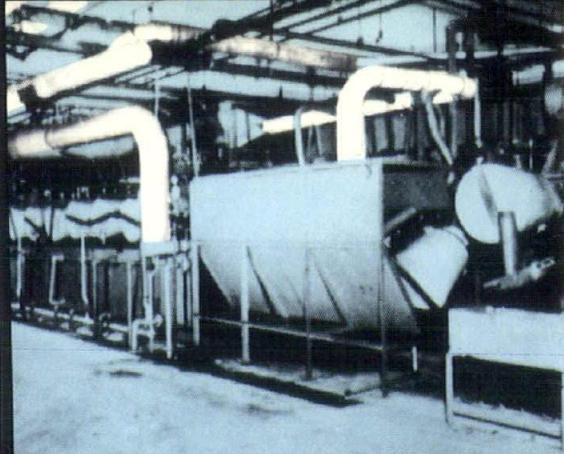
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Under slab  
Air



Flashing  
and Coping



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In all of these areas, new knowledge and new concepts have been applied to old problems to bring about new methods that improve systems and lower cost. P.V.S. bulletins have been prepared on ducting under-slab air systems, venting corrosive fumes, and using P.V.S. as a material for flashing and coping. Your inquiry is wanted and invited. Call or write international headquarters — or the P.V.S. regional producer whose name appears below.



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# wisconsin architect



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February, 1971

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Due to a typographical error in the January Wis. ARCH. advertisement for West Bend Concrete Products, the text read "cost in place floor" instead of "cast in place" floor.

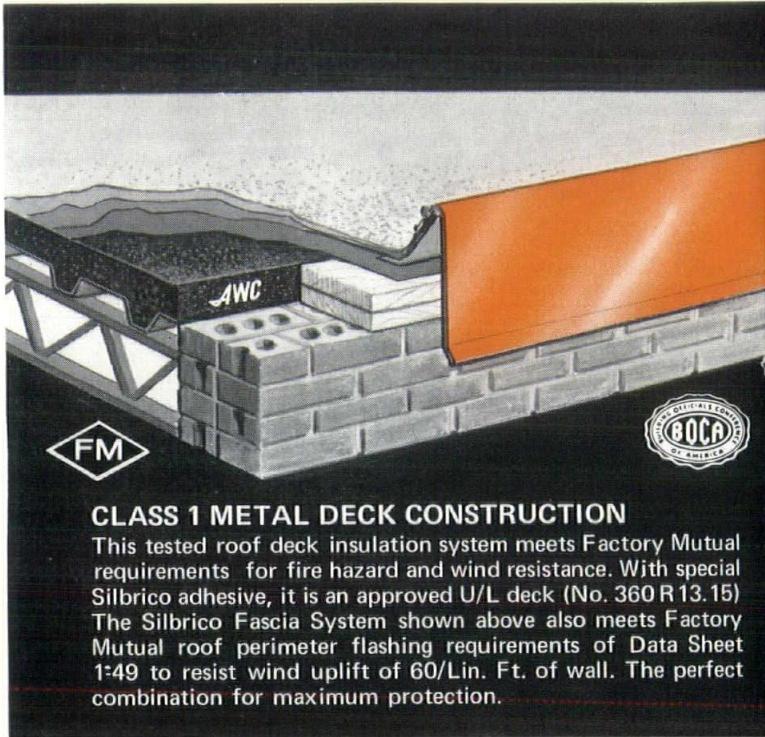
Wisconsin Architect is published monthly with the exception of July and August which is a combined issue.  
**Controlled Circulation**  
Postage . . . Paid at Milwaukee, Wis.

# Four typical insulation systems that demonstrate All-weather Crete's multi-functional capabilities.



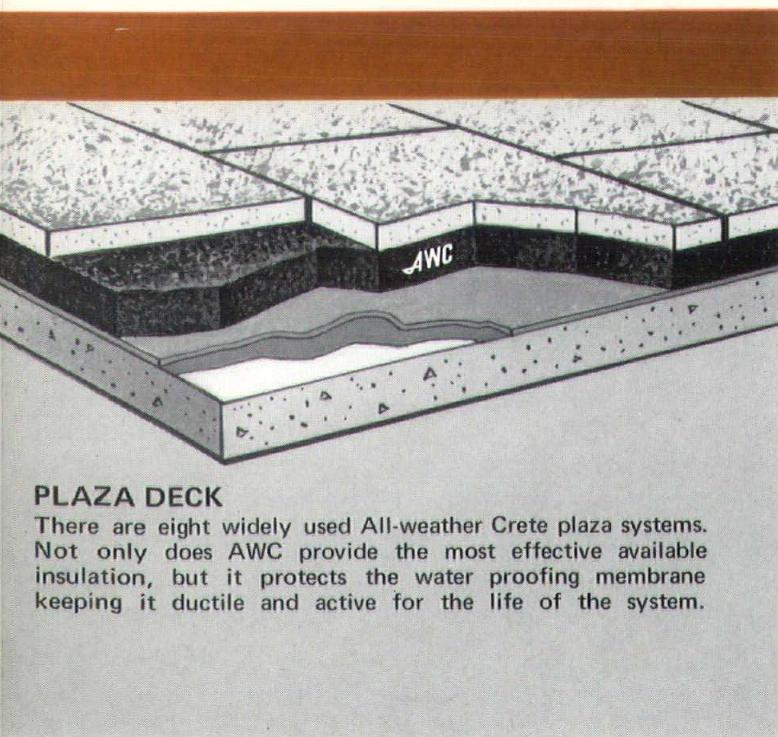
## 2 HOUR FIRE RATED ROOF DECK

All-weather Crete seamless insulation (K factor .40) is applied over pre-tensioned concrete units. U/L Design No. RC19. It can be sloped to drains, eliminates camber and uneven joints. This provides a smooth even surface for immediate conventional built-up roofing.



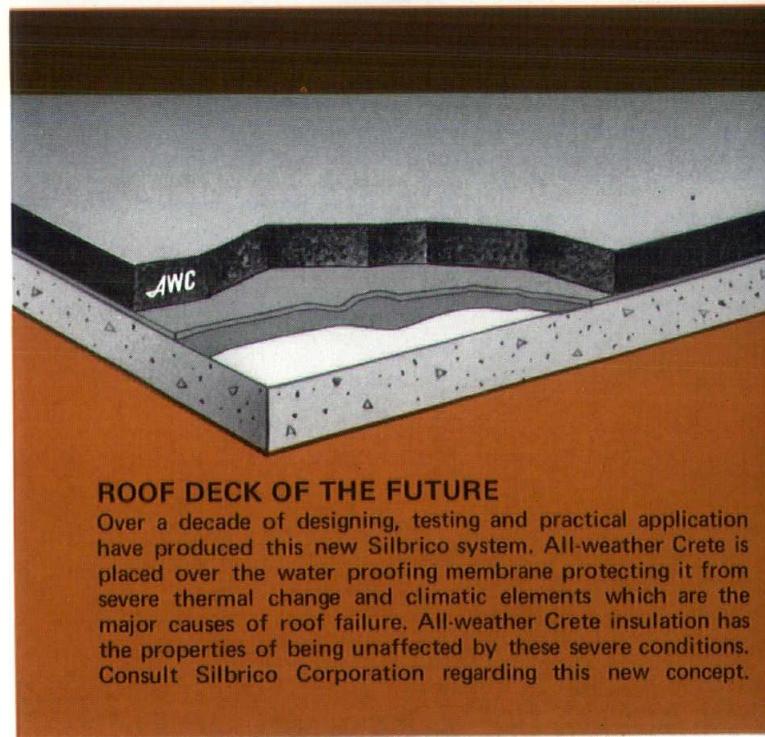
## CLASS 1 METAL DECK CONSTRUCTION

This tested roof deck insulation system meets Factory Mutual requirements for fire hazard and wind resistance. With special Silbrico adhesive, it is an approved U/L deck (No. 360R13.15). The Silbrico Fascia System shown above also meets Factory Mutual roof perimeter flashing requirements of Data Sheet 1:49 to resist wind uplift of 60/Lin. Ft. of wall. The perfect combination for maximum protection.



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There are eight widely used All-weather Crete plaza systems. Not only does AWC provide the most effective available insulation, but it protects the water proofing membrane keeping it ductile and active for the life of the system.



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For complete information, specifications and detail diagrams regarding these and many other successful AWC systems, write Silbrico Corporation, 6300 River Road, Hodgkins, Illinois 60525. References: Sweets catalog and Spec Data. In Wisconsin write Box 3653, Milwaukee, Wis. 53217 or call (414) 352-2902.

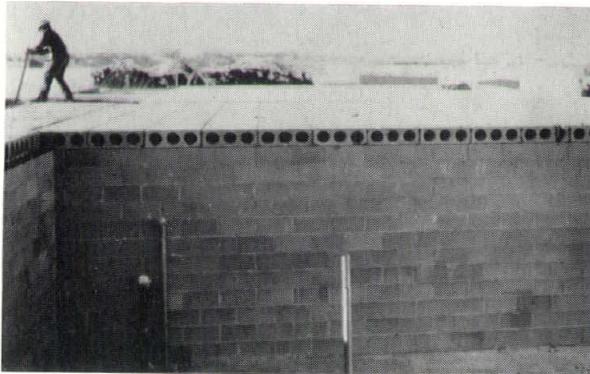
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# Convention 71 Creating the Human Environment, A Report to the American Institute of Architects



by Gerald M. McCue, William R. Ewald, Jr., and the Midwest Research Institute.  
University of Illinois Press, Urbana, 1970.

by Wayne Attoe, Assistant Professor of Architecture, School of Architecture at UWM.

Beginning in February, Professor Attoe will head the Urban System Studio team. He is President of the newly formed Milwaukee-based design firm, "Community/Services Design Corps, Inc."

"Until recently, the field of architecture has had very little impact upon the 'upper' more theoretical roles which involve policy, finance, research, and management. The natural selection process represented by architectural education and registration has tended to eliminate persons who are more interested in criteria for improvement, or strategy of implementation than in defining the precise physical form. In the future one can anticipate that the capabilities of the field will increase in the more theoretical areas and that many more professional architects will seek involvement at these levels."

This is among the conclusions and predictions made by Gerald M. McCue and the Committee for the Study of the Future of the Profession who, in 1966, were asked "to discuss and determine on a more factual basis the problems facing our profession not only today but insofar as is possible in the years ahead." The Committee's charge was, in addition, "to initiate fact-finding procedures which will enable the Institute to plan more surely to meet the demands of the future, and to marshal a body of informed opinion for this purpose." The Committee's published report will provide a framework for discussion at the state convention in May.

The report focuses on the need for A.I.A. participation in long-range policy formulation related to a variety of concerns including government support for housing, changes in management and development structures, new "actors" in the building industry, the need for behavioral as well as technological research. The authors argue that a multitude of such considerations must be part of policy formulation if we are to create a human environment.

The argument is convincing. Long-range thinking, and thinking about priorities, trends, the effects of social and technological change, inevitable changes in the building industry, these are a necessary part of any strategy for creating a human environment. Short-range solutions and decisions made without regard for the larger context have failed in the past. The charge made to the A.I.A. to participate in and influence these decisions is a difficult one, as anyone reading the book through will discover.

But few will read it through. People do what they *need* to do. Only those with a vested interest in the future, or those whose positions require that they be "up on things" will make it through the reports' generalities and repetitious, low profile prose. In reality most architects won't be party to the policy formulation. Hence, they will not *need* to read the book.

Principals in competitive architectural firms will need to

read it, for it provides some clear indications about what might have to be done with, to, and for an office to remain competitive. "The role of the professional designer over the next 20 years will surely be shaped by further changes in management — as much or more than by changes in the product or in the process of construction." Typical of such management changes are trends toward "interdisciplinary coordination," and new conceptions of the building industry: "The building industry is moving toward a classic (unified) industry configuration. Fragmentation will be gradually replaced by coherence and cohesiveness."

In the area of computer-aided design, "the forecast (to 1985) is for much greater emphasis on the conceptual phases of design, development of new technologies uniquely suited to the visualization of architectural form and space, delegation of technical optimization to the appropriate specialist groups, with the designer's major contribution to be made in early decision-making, programming, and aesthetics."

"The role of the architect — or rather, the design team with the architect as catalyst and coordinator — will be necessarily more comprehensive if the profession is to retain or build a major degree of influence on the shaping of the environment. Specifically, this means that the architect's role may be less one of design activity itself than of managing the design-implementation process in which there will have to be more active collaboration with the client in all aspects of the problem."

These are the forecasts of the Midwest Research Institute whose task was to examine "economic, financial, business, management and technological trends within the building industry," as they affected the future of the architectural profession. In an earlier section William R. Ewald, Jr., reconnoiters the future of U.S. society and effects of social change on the design and development professions. He, too, discusses trends, imperatives, and policies for managing the future, particularly the 15-year "shock front" immediately confronting us. He calls for "social inventions" (we have enough technological ones for the moment) like "non-profit problem-solving environmental situation and outlook centers." He asks that we develop "human benefit ratios" for testing potential design solutions in addition to the cost-benefit ratios used now.

Ewald predicts increased participation of users in the establishment of priorities and in the design process: "Dialogue is the means by which the people of a democracy take personal charge of their destiny. . . . The environmental

designer, with an understanding of human beings and technology, has a major role to play in making this dialogue possible."

In the final section Gerald M. McCue relates the predictions of Ewald and MRI to the profession, first summarizing and then doing some predicting of his own. McCue uses the model of a "delivery system" to explain the relation of the profession to society. The profession in this model is a group of individuals "who utilize certain sophisticated techniques to apply theoretical knowledge to specific real-life problems of society." Expertise is channeled through the organization. One of McCue's recommendations is that the channel be widened to permit passage of more kinds of expertise, for "in general one can characterize the future as being related to higher levels of expertise in both social relationships and technical processes with less emphasis on the craft of architecture."

Filling out such general predictive statements are unnumbered facts about the past and guesses about the future: "People in rural areas live five years longer than others." "The present struggle for economic parity and for equalization of the divergent economic standards of living will be exacerbated by a higher level of communication and education." "The most significant changes in the future will be not in the physical form of the facilities which house activities but in social patterns and family groupings, in the kinds of activities which are made available and in new groupings and relationships among activities." Unfortunately the wealth of facts and predictions is useless outside of documenting the authors' arguments. With proper indexing the book could have been a handy compendium of trends and predictive research affecting the practice of design, the sort of reference we need to help us think about and explain design and development strategies.

A more important flaw is the generality and uncompromisingly long-ranged thinking of the authors. While one can envisage a marvelously human environment 30 years hence (providing the authors' recommendations are implemented), there are no clues as to how we can make a more human environment now, or what "human" means in this context.

Perhaps there was confusion about the Committee's mission. On the one hand it was instructed to consider problems facing the profession "today" as well as in the future. On the other hand it was directed to "avoid short-term expedients that did not have the seeds of the future in them,"

and "not promise results in two or three years if it will take a generation or two to deliver." The Committee chose to be long-ranged, arguing that if we start now to recognize the legitimacy of man's needs, however "irrational or extrarational," in programming environments, and if we rationalize the implementation process, we can expect to have a human environment by 2000.

But this is not soon enough. Whether we can create a human environment by 2000 may actually be an academic question, for Ewald points out that one of the four routes to the future is revolution (the others being reason, response, and reaction). People may not be willing to wait 30 years. We want it NOW, or at least soon.

A human environment NOW won't come from long-ranged policies of the sort the authors prescribe. It will have to be the product of short-ranged policies implemented by ill-educated, over-worked, over-mortgaged, easily-intimidated, easily-manipulated, compromising, worried, project captains and designers, the guys who won't read *Creating the Human Environment* and who will make the environments we live in during the "shock front" ahead.

The in-human environment we live in now is the product of defeatism. The environment will not improve until the sense of inevitable failure in designers and the public is remedied. How might this be done? This was part of the Committee's charge which it ignored, with the exception of Ewald's statement that ours is presently a "low-morale" society and that "in order to take advantage of the opportunities that are open, the United States must become a high morale society." The problem remedying the situation was ignored.

The Committee seems to have written off the present generation of environment makers as hopeless. We are improperly trained and narrow in our interests. Our interdisciplinary teams are not sufficiently interdisciplinary. Re-education and continuing education are inconsequential. The research that will help turn the tide is not done yet. Criteria for the human environment do not exist.

Perhaps we must begin (if we have the will, which is doubtful) by admitting our failures. Perhaps a workshop is needed at the convention for short-ranged, non-policy-making designers. Since we do not know now what constitutes a "human" environment, the workshop could focus on creating the in-human environment. It's something we know a great deal more about. Talking about failure may seem curious, but no more so than talking in generalities about future successes.

# Carl Sandburg Hall

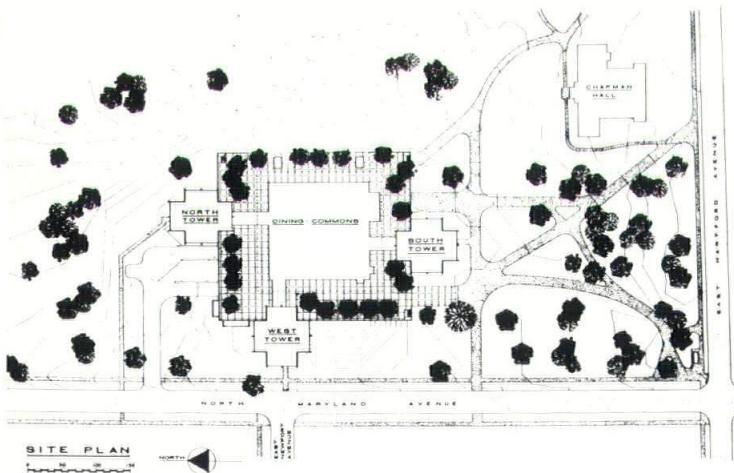
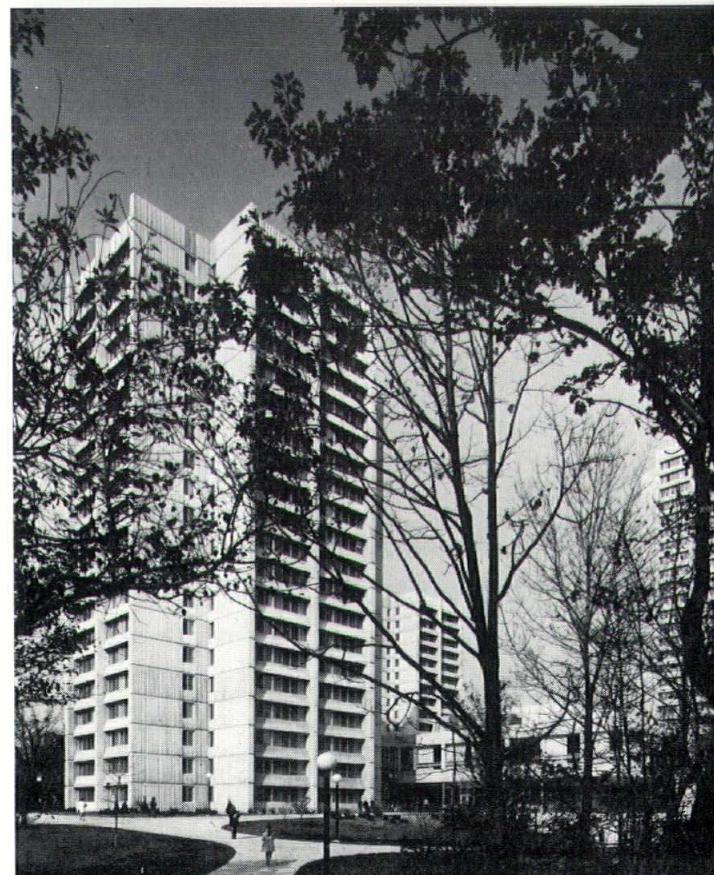
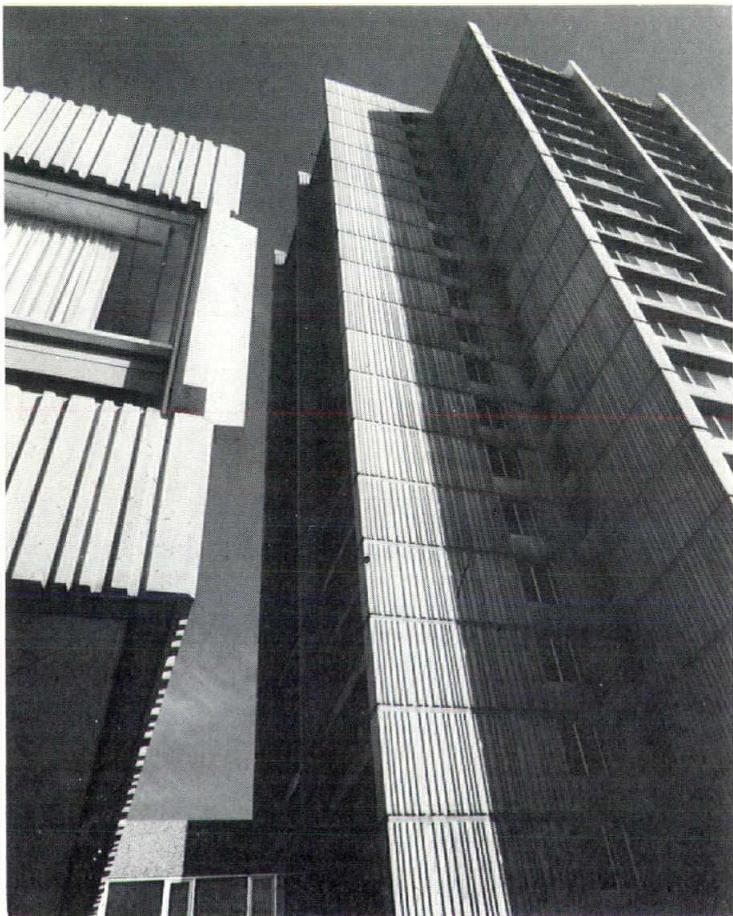
University of Wisconsin-Milwaukee

Carl Sandburg Hall, a college student residence for nearly 2,000 students on the campus of UWM, was designed by the firm of Schutte-Mochon, Inc., Architects, Planners and Engineers of Milwaukee.

The building program called for college students residences, good study conditions, facilities for relaxation and informal socializing, food service facilities and underground parking.

The architects translated these requirements into a complex of buildings, three residence towers of 28, 20 and 16 stories in height and in addition to these a two-story building for the commons with dining on the upper level, and offices, snack bars and lounges on the lower level. Below the commons they provided two underground parking levels for 321 cars.

The three towers, commons and parking structure are all of poured-in-place ribbed concrete. The 28-story tower is the



allest building in Wisconsin and also the tallest poured-in-place structure in this state.

Although poured-in-place construction is not used too frequently in buildings of this height, in the case of Carl Sandburg Hall this method proved to be very economical from construction as well as maintenance considerations.

Glass enclosed links join the three towers to the Commons building. The lounges of the lower floors open onto an extensive roof deck of the parking structure for outdoor informal gatherings.

Clinton Mochon describes the project: "The complex is a micro-cosmic city — a living-learning center. Each two floors of the towers form a house of 64 students. Each house has a two-story commons to promote social interaction and each

floor has a cluster of four student living-study units."

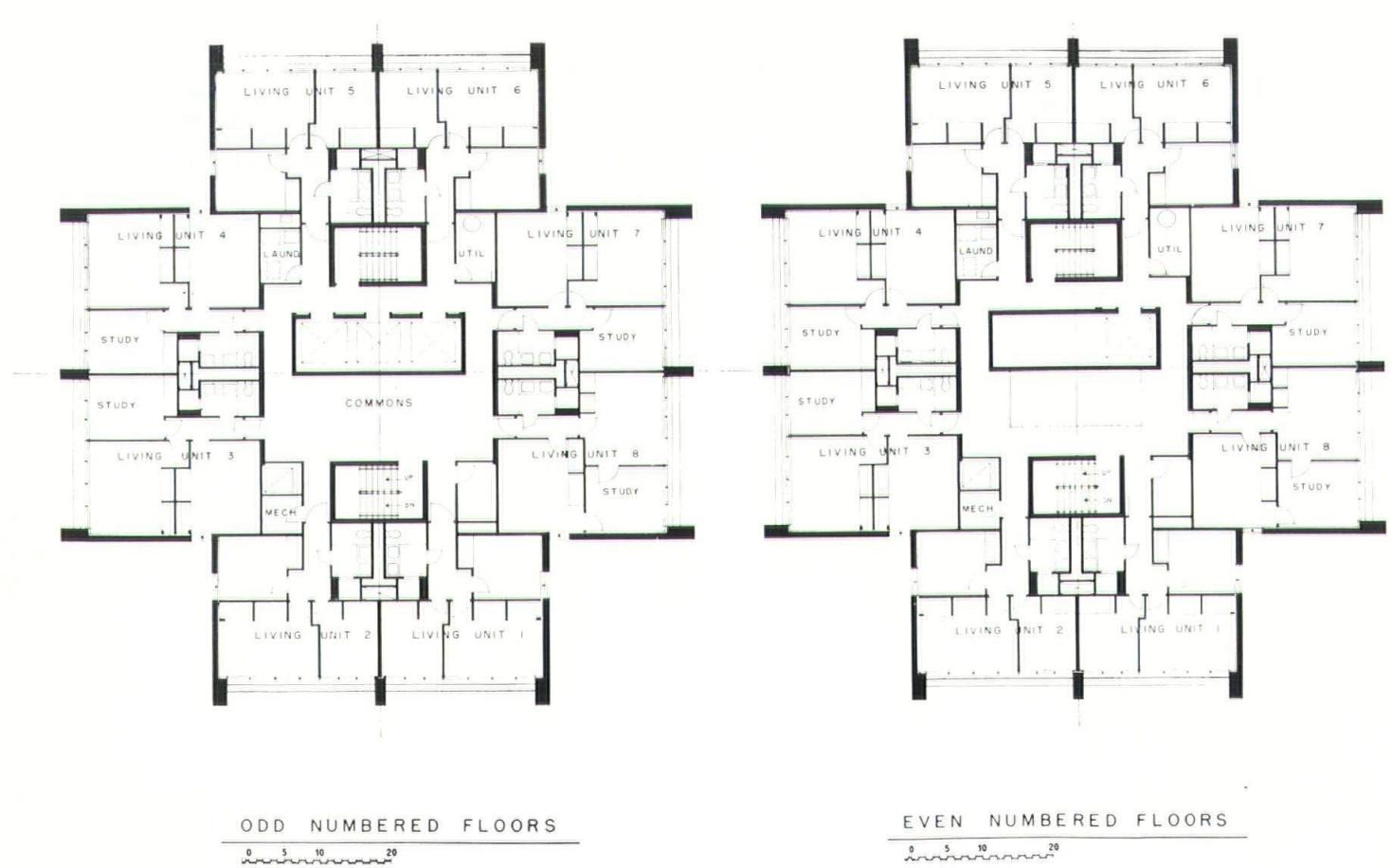
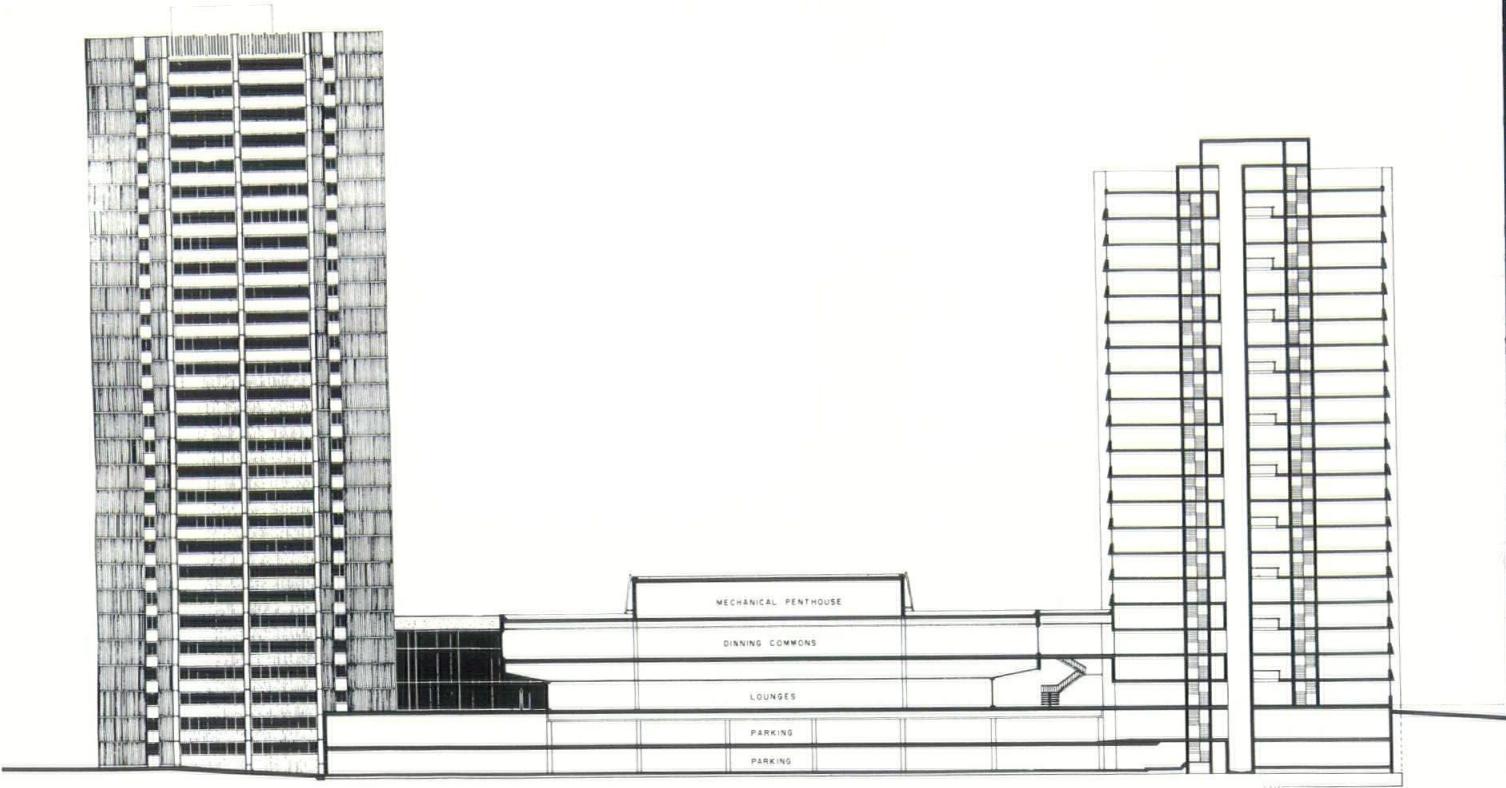
Students are provided with a desk, chair, bookcase, bed and dresser. These are all movable items so that the students can arrange them to suit their own individual tastes.

The student quarters, lounges, conference rooms and the connecting links to the Commons are all carpeted to promote quiet and a sense of informality. The dining areas are divided with coat storage units to form small group areas for eating and conversation.

Visiting scholars will reside in Carl Sandburg Hall as a part of the living-learning concept that underlies all considerations of the design of Carl Sandburg Hall.

The architect chose curtains in primary colors in the residence halls, giving a light note to the strong grey forms.





# Education-Psychology Building

Wisconsin State University, Whitewater, Wisconsin

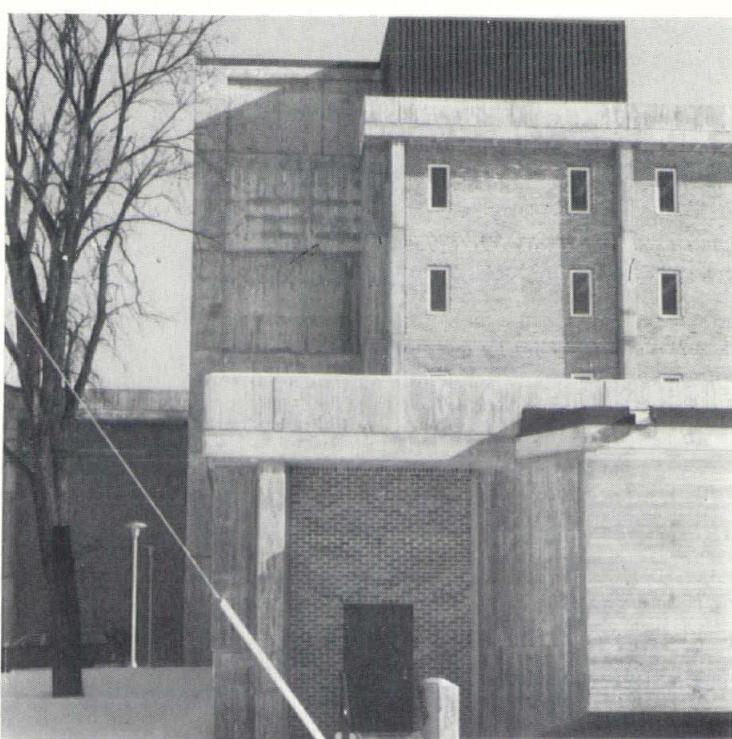
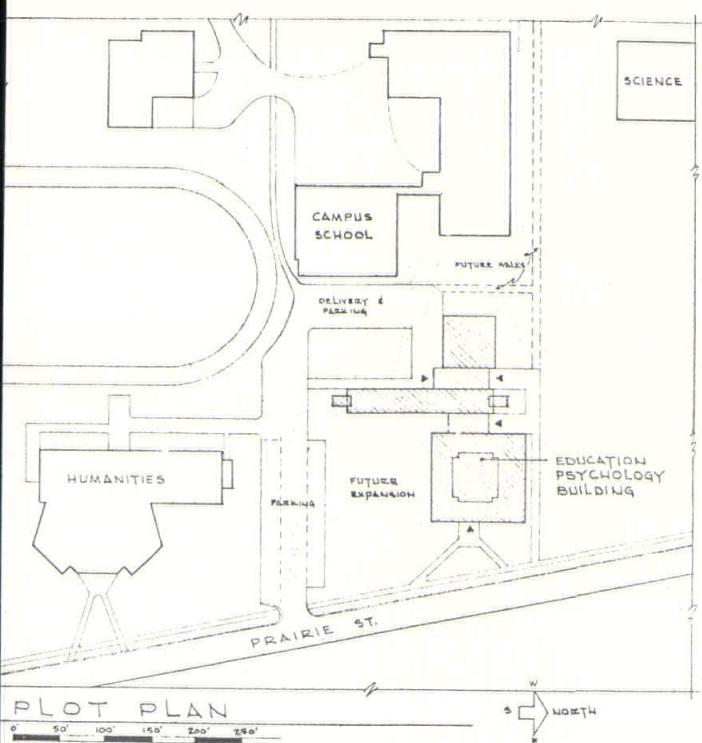
The Education-Psychology Building, serving nearly 1,500 students at the State University in Whitewater was designed by Burroughs and Van Lanen, Architects of Milwaukee.

The building program called for classrooms, laboratories, offices, administrative offices, faculty offices and three lecture halls.

To accommodate these requirements, Burroughs and Van

Lanen decided to house these facilities in three separate units, connecting them by glass walled passages.

Considering the economy, the architects placed units of similar functions together, separating other functions for reason of privacy, circulation, convenience and noise. They composed the building complex into two, four and six story units, managing all this in an over-all dimension of 185' x





230' on the five acre site.

The classrooms and labs were placed together in a four story wing towards the east, and it was decided that for better learning conditions windows were to be omitted.

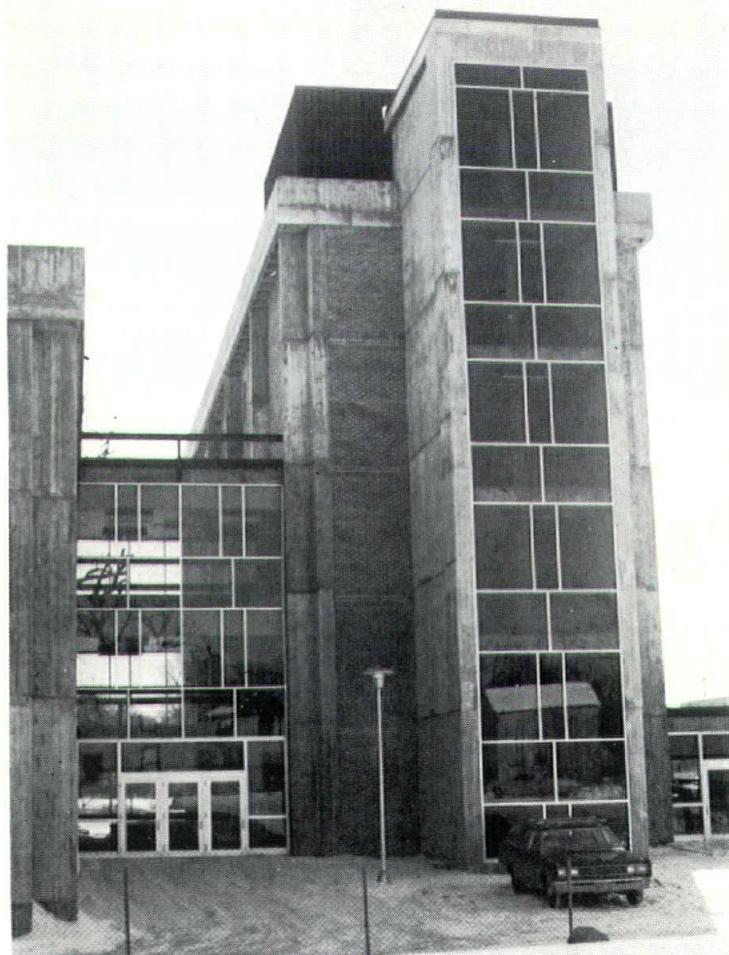
Administrative and faculty offices were placed into a long and narrow six story tower at the center of the complex which was shaped to provide a window in each office. The two-story unit at the west consists of three lecture rooms, two on the lower level and one large unit on the upper level. The lecture rooms were isolated within the concept to avoid traffic interference and easy access from the outside was provided. Great consideration was given by the architects to student traffic, especially with regard to future development. Most students will be moving between a number of buildings during the day and traffic is generated from several directions. For this reason, the architects provided three separate entrances to the Education-Psychology building on two levels giving equal access from any direction.

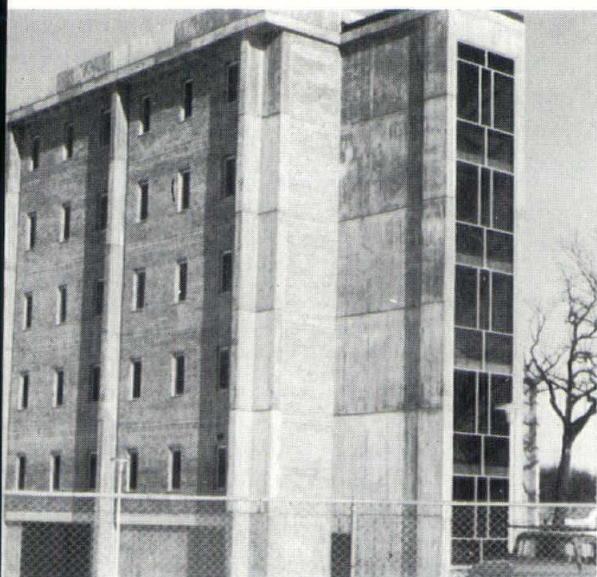
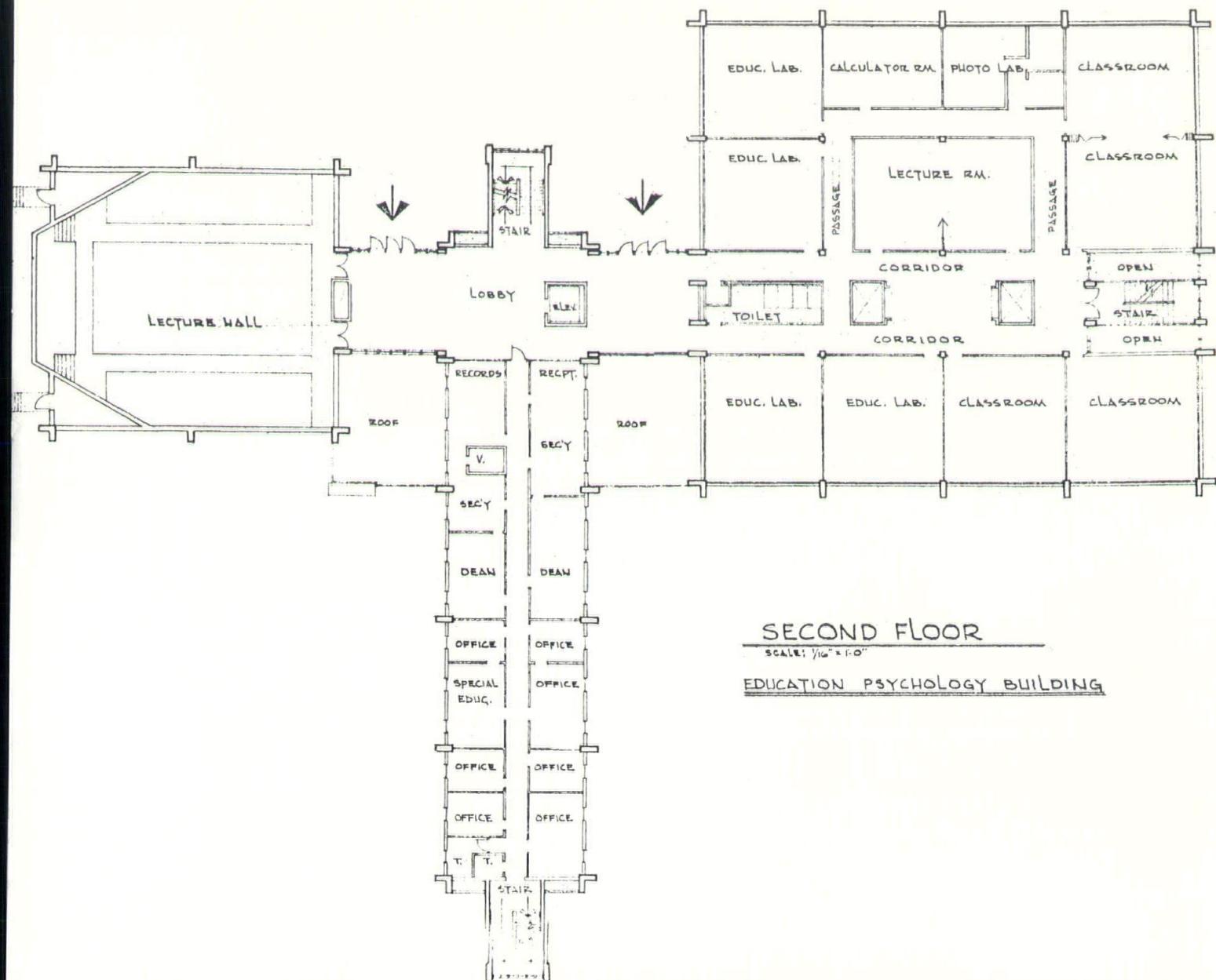
The building — three in one — is actually directed to face primarily on an east-west walkway which has as yet not been constructed.

In grouping the three units, the architects meticulously observed the relation of the building to the existing structures of the Humanities, Campus School and Science buildings and future Science and Education additions.

The nearly 1.6 million dollar Education-Psychology building is of poured-in-place concrete frame construction with exposed metal pans. Brick panels are used extensively on the exterior.

Architecturally the building expresses directly and frankly its purpose as well as its structure. Students have fondly dubbed it "The Bastille," probably because of its frugal expression and the complete lack of design embellishment.





## J. W. Peters & Sons, Inc. A Business With a Sound Philosophy



**THE PETERS' MANAGEMENT TEAM** — Harold Peters, second from the right, president of J. W. Peters & Sons, Inc., Burlington, Wisconsin, pauses during an outside tour with his management team for this photograph. From left to right, they are: John Higgins, controller; Cecil Mehring, vice-president and chief engineer; Jerome Peters, executive vice-president; L. W. "Nick" Nicholson, vice-president and sales manager; James Kayser, vice-president and manager, sand, gravel and ready-mix operation; Don Aughenbaugh, erection manager; Peters and Conrad Bauer, production manager. The firm employs 137 persons. Directly behind the group is the office and several maintenance shops. The building is being enlarged. Obviously, all building materials are prestressed concrete.

Little matter "Who" the company is. What counts most is "What" it becomes . . . and stays. There is always a beginning, and from the start a central focus develops and exists — a pivot around which the character of the company in question is formed, and this focus also dominates the direction the company takes in the conduct of its business.

In the case of J. W. Peters & Sons, Inc., who are producers of Precast-Prestressed Concrete building materials for distribution in Wisconsin, Northern Illinois, including the Greater Chicago area, and Northwestern Indiana, the central focus is an attitude.

That's how Harold Peters, personable and dynamic president of this Burlington, Wisconsin, based Precaster sees it. He says it's what they started out with and something they have worked hard to keep in the dozen years they have

produced Precast-Prestressed Concrete. (In addition to these products, they also operate a highly successful sand, gravel, quarry and ready-mix concrete business around Burlington.)

Apparently their attitude is successful. Their sales have doubled each of the past two years, and for the previous ten-year period, the average increase has been 25 percent annually.

Their production facilities reflect growth. They have been doubled the past two years to keep pace with sales and demand. The precast-prestressed bedding area covers 25 acres and the daily production capability is presently 20,000 square feet of products each day. A variety of precast-prestressed members are produced: Giant Tees, Double Tees, "F" Sections, "I" Beams, Box Beams, Inverted Tee Beams, Columns, Channels, Wall Panels and special Facia.

In support of this production are two large ready-mix plants, several "mountains" of gravel, a concrete testing laboratory and quality control shop where perpetual checks are made on the concrete they produce. Tests include yield checks, slump tests, compression tests and air check tests. In addition, the facilities include several maintenance shops, carpenter shop, steel fabricating shop and offices which are presently being enlarged along with several of their shops.

In all, the operation covers 120 acres, not including a 50-acre quarry and two other sand and gravel locations.

An operation to be proud of. And they are, but even so, Peters, when asked what has caused it to be, said he was reluctant to give the reasons he thought had helped, "not because there is any secret about it, but instead, they might not sound impressive enough to mention."

"Who wants to hear that you've made progress because you decided you wanted to make progress — because you decided you wanted to produce the best quality product you could produce and because you made up your mind to give the best service you could to your customers?"

"Nevertheless, I guess those are the reasons. Very frankly, when we decided to get into the business, we promised ourselves we would not compromise on either quality of product or service to the customer. We promised we would bring them the best product we could make and then get to them when we said we would get it to them."

"We have done other things, of course, like making a real effort to hire good men, in all areas, and particularly in the specialized areas. Sometimes we make a project out of finding craftsmen — men we feel have the experience and who take pride in their work. But it has paid off."

In addition, we have also been fortunate to find good management people — young men who want to grow in their s. I believe the average age of this group is just under 40. They are the men who head up our sales, engineering, production, erection, office, ready-mix and gravel operations. So far as numbers of employees and some of our activities in this area, we presently employ 137 and we think we maintain a good program for all employees. We have minimum turnover which might be evidence of this. People do come to us generally stay on. We think we provide good working conditions, good pay and good fringes. We feel communication is important and we try to do a good job here. As evidence, we are planning a monthly newsletter for employees which will be mailed directly to the employee's home. This to encourage the employee's wife or other members of his family to learn more about the firm, its activities and its progress, we hope. We see this as a method of building a better understanding and appreciation for the husband or father's work and the contribution he makes to his wife, his company and the construction industry as a whole. "We try to get together regularly on a person-to-person basis with our management people. The purpose is to give each man an opportunity to tell his story and hear the story from other departments. This keeps us informed of the total business activity. We find it helps in the decision-making process."

"As you know, people are vitally important to the business. They are a good sales and advertising effort, and each plays an important role in our organization. You can't sell people unless you tell them what it is you have to sell and what it will do for them. You just can't sit behind your desk and hope the product will move without advertising and sales effort because it won't. At least, I haven't found a better way. "People are not going to come to you, until they know who you are, what you have that will help them, until you have sold to them your products will do a job, and most importantly, until you have earned their confidence. Even then they tend to drift away. This is why constant exposure is paramount. Sure, good products and good service are vital, but people don't know you've got them until you tell them."

"I don't mind saying we've gone to considerable effort to build a sales-engineering group and that we have implemented an advertising and promotion program to support their efforts. I must add, too, that consistency is important in both our advertising and sales effort. We believe in regular communication, recognizing people do forget, and we believe in keeping it simple, informative and straight from the shoulder."

"Incidentally, we make good use of telephone selling. We maintain direct lines and any interested party can get in touch with us immediately by calling one of four different numbers. People like this."

They apparently are successful in their efforts to build a good following. In addition to their sales record and production facilities, they presently negotiate directly with owners, architects and consulting engineers on nearly 50 percent of their total business. This opposed to bidding for us.

"This method works better for everyone," says Peters. "We can get the job started sooner and finished faster. We can give them better service and more readily fit the products to the job."

What about the recent merger with Rocky Mountain Prestressed, Inc., of Denver, Colorado, and the fact Peters & Sons is affiliated with Montgomery Ward, all of which is Marcor, Inc.?

"Purpose of the merger was an effort on our part to build our technical, engineering and production by broadening our base. This association has been a good one and it certainly has made it possible for us to better serve our customers. Yes, we do jobs for Montgomery Ward, but we compete for their business just as we do on all jobs we get. We get jobs from them only when we satisfy their engineering and management people that we can do it better than where competitive materials are used."

When asked about the future of his industry, Peters had this to say:

"We feel we have only scratched the surface so far as the use of Precast-Prestressed Concrete Products is concerned. We think these building materials have so many more advantages than others. Where else can you find a building product that can be molded into so many different shapes . . . for so many different uses . . . made so efficiently . . . erected so economically?"

"The future is anywhere there is construction and we think our products will be used more and more in high-rise housing, apartments, modular homes, industrial complexes, food processing plants, commercial buildings, parking decks, churches . . . you name it."

"I think we will see more use of "systems building." This can be a real time saver. We will also experience new and different ways of producing our materials. Even now, at our facility, we are installing a vertical, six-cell battery mold for use in precasting wall panels which will be either load-bearing or non load-bearing. We made a special trip to Europe last summer, visiting France, England, Holland, Germany and Switzerland to study their production facilities for precasting these kind of wall panels."

"Our new mold will be installed and ready for operation in March. Big advantage of producing wall panels with this mold is that the wall panel is poured, stored, handled and erected in the same position which is upright. This speeds production and delivery and we need use only a minimum of steel for handling which effects costs. Certain inserts can also be cast into the wall panels when fabricated and different surface textures can also be included."

"We're as excited about this as we were when we introduced the eight-foot wide double tee. We think we were the originators of this member in the midwest and perhaps an even wider area. It went over big because of cost and convenience. Less joints to worry about in roof and floor systems and more economical to produce and transport. I hope we have as much success with the new wall panels. If Europe is any measure, we should have lots of interest and inquiries."

Talking to this man, you are keenly aware that Peters & Sons view the future as the Age of Prestressed. They see it as a competitive future but are confident the attitude they started 12 years ago will see them continue to grow as the construction industry grows.

"It's a race," says Peters. "We know you stay ahead if you run fast enough. But we're also aware you drop behind if you don't stay as far out front as you can. There's no standing still. That's for spectators and who wants to be a spectator."

## newsnotes

*University Extension, The University of Wisconsin Department of Engineering in Madison offers a two-day seminar on Legal Problems Facing The Architect, February 25-26, 1971. This course is designed for the purpose of emphasizing to architects their position in relation to the law.*

*For information contact Raymond Matulionis, Program Director, University of Wisconsin, Department of Engineering, 432 North Lake Street, Madison, Wis. 53706. Tel.: (608)262-2061 for program information; (608) 262-1122 for program enrollment.*

### 'Health of Metropolis' Theme of Contemporary Trends Series

"The Health of the Metropolis" will be diagnosed from a variety of perspectives in the Contemporary Trends lecture series at the University of Wisconsin-Milwaukee.

Architects, an art critic, a former college president, a clergyman, and Wisconsin's governor will be among the speakers discussing the theme "The Health of the Metropolis" in the free,

public series scheduled for 7:30 p.m. on Tuesdays, except April 22 and 29, in the UWM Fine Arts Lecture Hall. Open to all students, faculty, and the public without charge, the series is also offered as a two-credit course for seniors.

The schedule:

Feb. 23, C. Richard Hatch, founder of the first advocacy planning organization, Architects' Renewal Committee in Harlem, Inc.; author, "Urban Action: Planning for Change."

Mar. 9, Katherine Kuh, art critic of *Saturday Review*; curator at the Art Institute of Chicago; author, "Art Has Many Faces" and "The Artists' Voice."

Mar. 16, Richard Sennett, Professor of Sociology, Brandeis University; author, "Families Against the City" and "The Uses of Disorder."

Mar. 23, Robert J. Nash, vice president of the American Institute of Architects; planner for inner city of Washington, D.C.; author, "A Black Architect Speaks Frankly."

Mar. 30, Harold Taylor, former president of Sarah Lawrence College; former teacher at UW-Madison; author, "Students Without Teachers"

and "The World as Teacher."

April 6, Seymour Lipset, professor of government and social relations author, "Political Man" and "The Politics of Unreason."

April 22, (a Thursday), Michael Cafferty, assistant secretary, U.S. Department of Transportation.

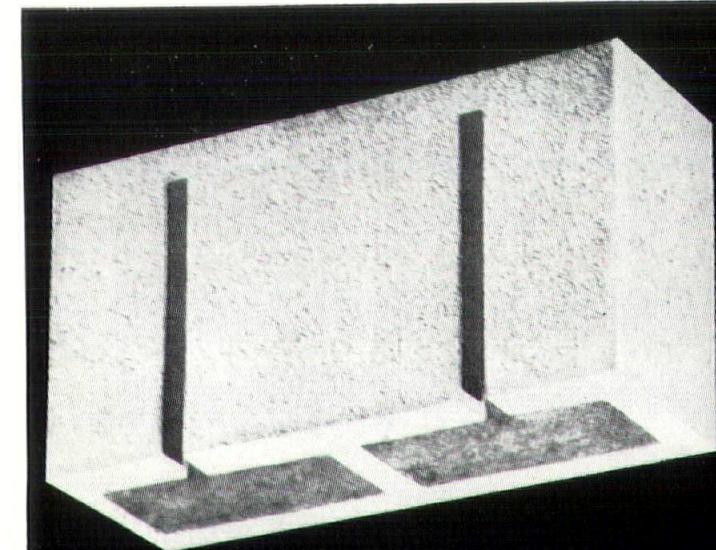
April 29, (a Thursday), Richard Neuhaus, pastor, Lutheran Church St. John the Evangelist in Brooklyn. A founder of Clergy and Laymen Concerned About Vietnam; served as chairman with Martin Luther King Co-author, with Peter Berger, "Movement and Revolution."

May 11, Patrick Lucey, Governor of Wisconsin.

The April 22 and April 29 lectures will also be at 7:30 p.m. in the Fine Arts Lecture Hall.

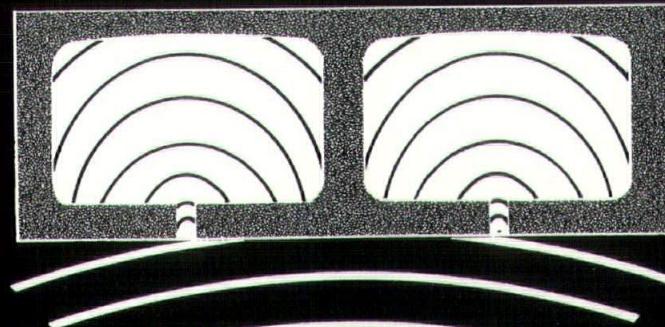
Additional lectures may be announced later.

Co-sponsoring various lectures will be UWM's School of Architecture, School of Education, Center for Twentieth Century Studies, Department of Economics, and Department of Philosophy; and the Wisconsin Chapter of the American Institute of Architects and the Milwaukee Jewish Council.



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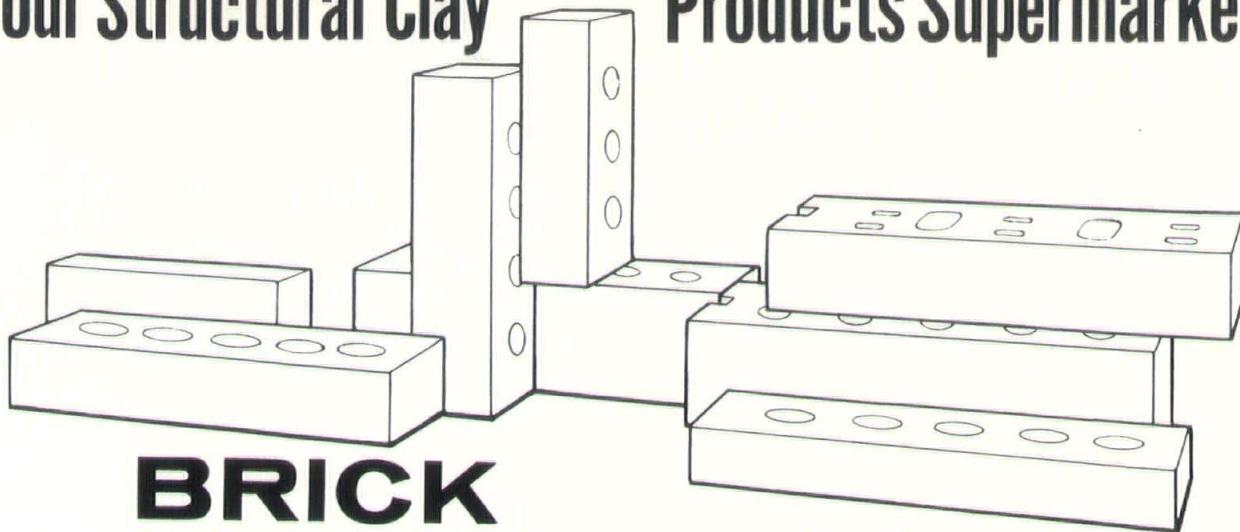
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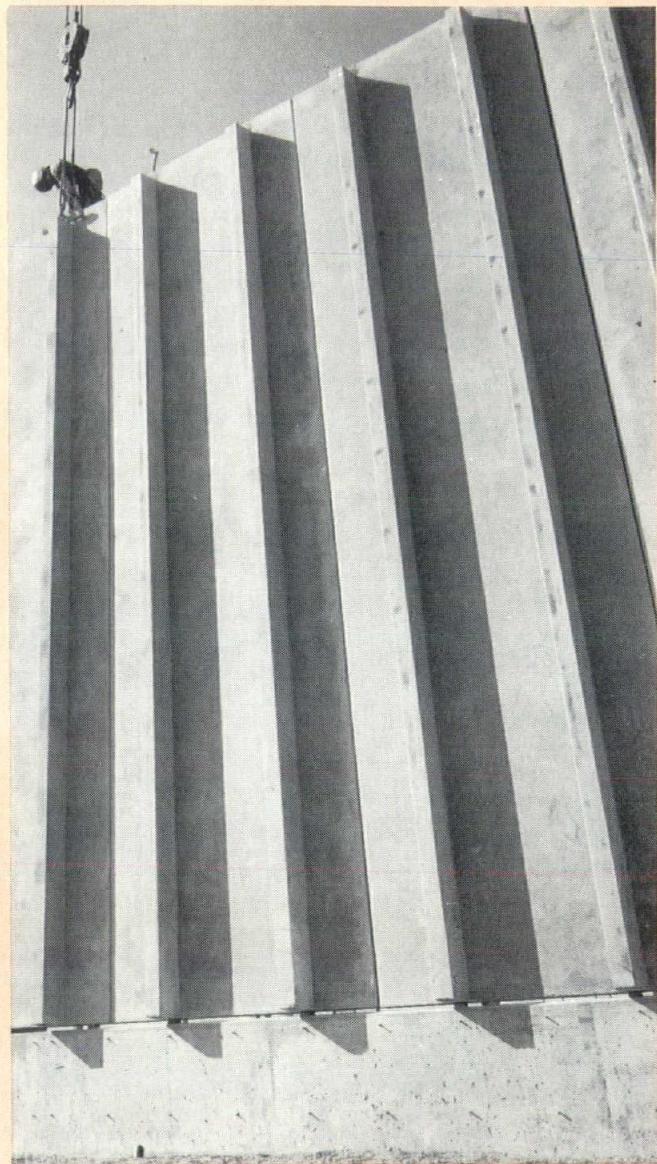
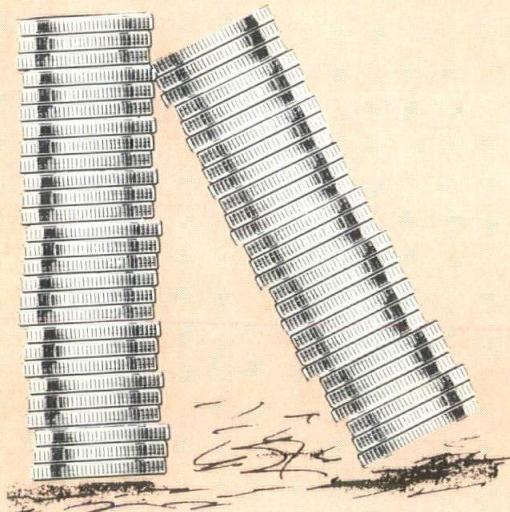
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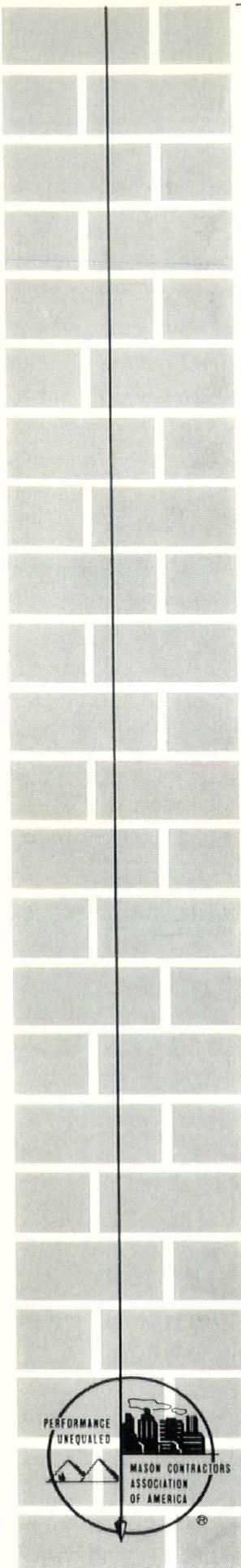


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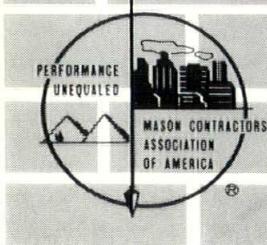
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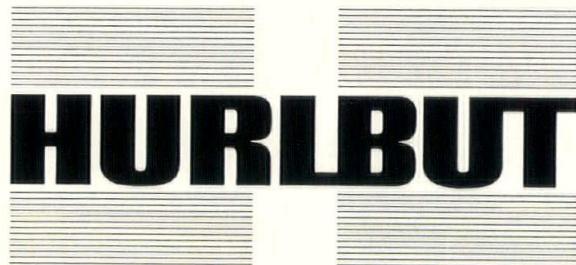
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- One or two-way reinforced slabs
- Ability to design without support beams between columns
- Additional topping thickness to place service piping and conduits
- Smooth surface finish on underside

*Consult With Us On Your Next Project*

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